



Corporate Action Announcement

Citibank, N.A., acting as unsponsored depositary bank, announces the following:

Date: October 22, 2014 Status: Final

Announcement For: Ratio Change

Company Name: SEVEN AND I HOLDINGS CO LTD

Security Information Current Information New Information

Company: SEVEN AND I HOLDINGS CO LTD

Ticker Symbol: SVNDY
CUSIP: 81783H105
Country: Japan
Exchange: OTC

Ratio (ADR:ORD): 1:2 Ordinary Ticker: 3382 JP

DTC Eligible: Yes

Ordinary ISIN: JP3422950000
DR ISIN: US81783H1059
Custodian: Citibank Japan Ltd.

Announcement

Notice is hereby given that ADS-to-Share ratio will be changed, effective as of the Effective Date, as follows:

2:1

Existing ADS-to-Share Ratio: 1 ADS to 2 Shares

New ADS-to-Share Ratio: 2 ADSs to 1 Share

Effective Date: November 4, 2014

continued



No action on the part of Holders or Beneficial Owners is required.

The books of the Depositary will be closed for ADS issuances and cancellations from close of business in New York on October 31, 2014 through the close of business in New York on November 6, 2014 and will remain closed for cancellation through November 21,2014.

Shareholder Services

Questions may be directed to Shareholder Services toll free at 1-877-248-4237.

For further information on Citi Depositary Receipt Services, visit www.citi.com/dr.

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